



State of New Jersey  
DEPARTMENT OF HEALTH

PO BOX 360  
TRENTON, N.J. 08625-0360

[www.nj.gov/health](http://www.nj.gov/health)

PHILIP D. MURPHY  
Governor

SHEILA Y. OLIVER  
Lt. Governor

JUDITH M. PERSICILLI, RN, BSN, MA  
Acting Commissioner

September 13, 2019

Dear County and Local Health Officers,

As chair of the Governor's Electronic Smoking Device Task Force, I am very concerned about the health dangers posed by vaping and the increasing incidence of severe respiratory illnesses that have hospitalized our youth.

Electronic smoking devices were introduced into the U.S. market in 2007 and use of these products has skyrocketed to the point that in 2018, more than one in five high school students and about 1 in 20 middle school students reported using e-cigarettes. This is double the usage from 2017.

Equally alarming is that flavored vaping oils are marketed with names like cotton candy, strawberry cheesecake and razzleberry that are attractive to children despite the fact that such sales are illegal in this state.

Because of these alarming trends, the New Jersey Department of Health (NJDOH) has created a public awareness campaign with the following resources:

**Incorruptible.us:** A campaign that informs young people about the dangers of vaping and nicotine. It uses bold graphics and clear language to emphasize that vaping is just Big Tobacco's new way to get them addicted to nicotine products. Media include videos, promotional items, social media properties, and a website. The site is informational and interactive, inviting users to share and create anti-vaping memes and messages.

**VapeFactsNJ.com:** A page on the NJDOH site that provides Parents, Teachers, Coaches, and Healthcare Providers with the most up-to-date information about the dangers of e-cigarettes/vaping.

We ask that you help us spread the word by telling people about these sites and/or sharing their URLs and resources on social media. We need to act now to ensure that vaping does not become the problem that smoking has been for so many generations.

Thank you for your partnership on this public health challenge.

Sincerely,

  
Judith M. Persichilli, RN, BSN, MA  
Acting Commissioner

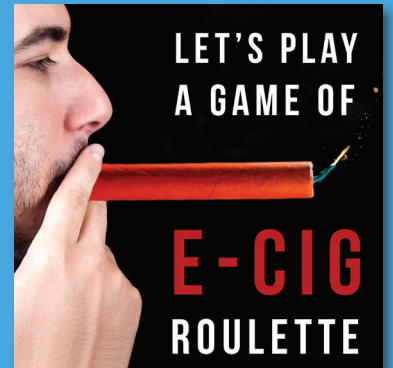
# INCORRUPTIBLE.US

Incorruptible.us is a new campaign that informs young people about the dangers of vaping and nicotine. It uses bold graphics and clear language to emphasize that vaping is just Big Tobacco's new way to get them addicted to nicotine products. Media includes videos, promotional items, social media properties, and a website. The site is informational and interactive, inviting users to share and create anti-vaping memes and messages.

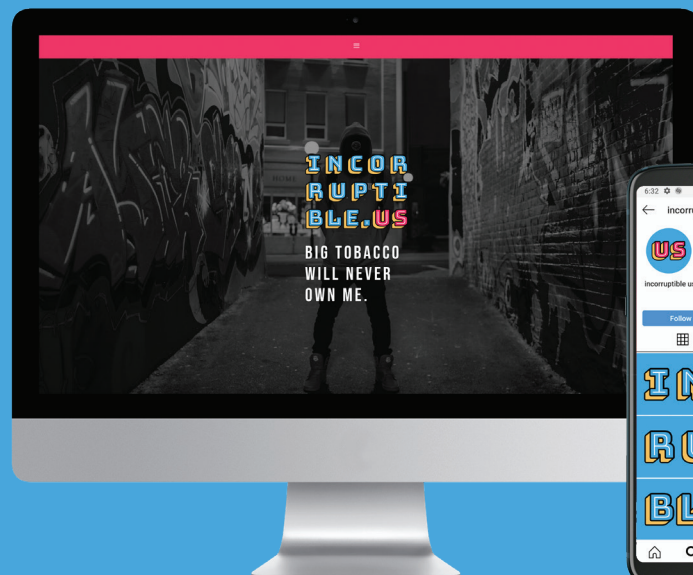
Visit our website to see and share more [Support Messages](#).



[Help us troll Big Tobacco.](#)



Use [#incorruptibleus](#) on [Instagram](#) to spread the word.



[Incorruptible.us](#)



[Facebook](#)



[Instagram](#)



[Youtube](#)



# VAPING IS NOT SO SAFE!

In addition to making this website interesting for kids, we wanted to make it informative as well. See facts [here](#).



## Nicotine Withdrawal

Symptoms?



## Popcorn Lung

Many vape juices contain diacetyl, which can cause lung damage commonly referred to as "popcorn lung."



## Toxic Metals

How?



## Central Nervous System

Really?

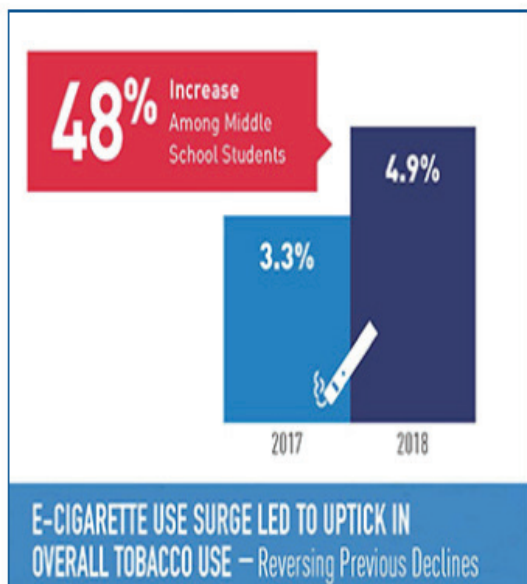
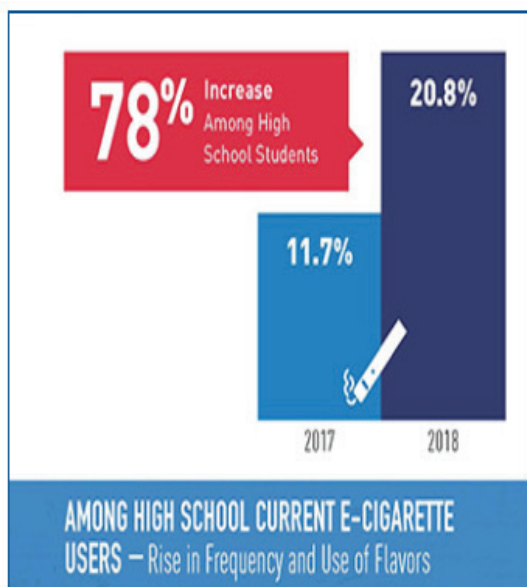
Visit our YouTube page [here](#).



# E-Cigarette/Vaping Information for Parents, Teachers, Coaches & Healthcare Providers

E-cigarettes are electronic devices that produce an aerosol by heating a liquid that usually contains nicotine (the addictive drug in regular cigarettes, cigars, and other tobacco products), flavorings, and other chemicals to help make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air. E-cigarettes come in many shapes and sizes.

They are sometimes called “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” “tank systems,” and “electronic nicotine delivery systems.” Using an e-cigarette is sometimes called “vaping” or “JUULing.”



- ◆ Some e-cigarettes look like regular cigarettes, cigars, or pipes. Some look like USB flash drives, pens, and other everyday items.
- ◆ Many e-cigarettes and vaping materials contain harmful or potentially harmful substances, and it is difficult to know what each individual product contains. Scientists are still learning about the long-term health effects of e-cigarettes.
- ◆ E-cigarettes can also be used to deliver marijuana and other drugs.
- ◆ Women who are pregnant, youth, young adults, or adults who are not currently using tobacco products should not start vaping or using e-cigarettes.

To continue reading about the dangers of e-cigarettes and vaping visit [vapefactsnj.com](http://vapefactsnj.com) or click below.

